

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, June 25, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Alexinia Baldwin, Dee Goodrich, and Shawn Kornegay

Staff: Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 4:25 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from May 28, 2014

There was no quorum; the Minutes were not approved.

4. Update from Art Fair subcommittee

In the absence of the Art Fair subcommittee chair, Kathleen Paterson reported that the May event was canceled due to the weather. She said that the June event is planned for Friday, June 27 on the Town Square. Ms. Paterson welcomed Committee members to volunteer at the event.

5. Update from Festival subcommittee

In the absence of the Festival subcommittee chair, Ms. Paterson reported that the Festival planning is progressing. She reviewed the new Sponsorship levels, the draft site plan, and the Parade route with the Committee.

Ms. Moran asked if the Festival is on the same day as Cornucopia, and if so, could there be a hay ride between the events.

Ms. Kornegay suggested seeing if UConn's shuttles could run between the events.

Ms. Paterson will look into possible transportation between the two events.

6. Discussion of celebration for Town Square

Ms. Moran said that a new date had been chosen based on the expected completion date of the stage pavilion. The celebration will be on Friday, September 19.

Ms. Paterson reviewed the discussion about the celebration from the previous meeting in which the Committee had expressed interest in a small reception for donors followed by a public celebration on the Town Square.

Dee Goodrich has begun planning the donor reception and explained that it will be held in the UConn Co-op Bookstore at Storrs Center and the Ballard Institute & Museum of Puppetry's shared performance space. She

said that everyone who contributed to the Town Square will be invited. Ms. Goodrich noted that a time has not yet been set, but that it will be held later in the day.

Ms. Moran asked about the status of the art sculptures and whether there would be a separate celebration for the art.

Ms. Paterson said she did not have a schedule for the art sculptures but her understanding was that there are several outstanding factors that will determine the schedule.

Ms. Goodrich suggested that, if the art has been selected and a donor has been confirmed, then they should be invited to the reception as well, regardless of whether the work has been installed.

Shaun Kornegay suggested that the public celebration include music, possibly a jazz group. She suggested that the group could play as attendees gathered and then the ceremony could followed by a brief performance.

Ms. Moran said she would prefer a jazz group or a classical string quartet.

Ms. Paterson questioned whether such a group would be a big draw for community members.

Ms. Kornegay and Ms. Moran both said they thought the target audience would be the Partnership Board, Town officials, the development team, donors, and others with an interest in the Town Square and so the main draw would be the ceremony officially opening the Town Square, not the music.

Ms. Moran said she thought the general public would be more interested in the Festival on Sunday and expressed concern that making the Friday celebration too big would detract from the Festival, or, would not in fact draw a crowd.

7. Review proposal for October dog-themed event

The review of the proposal for the dog-themed event was tabled to the next meeting.

8. Other

Ms. Paterson asked the Committee for feedback on the Celebrate Mansfield Weekend now that the Town Square celebration is on the Friday prior to the Celebrate Mansfield Festival. She explained that the Festival subcommittee had decided to focus their efforts on the Festival and not try to extend the weekend; however, that decision was made before the Town Square celebration was scheduled. Ms. Paterson noted that she was not advocating that the Committee or the Festival subcommittee plan additional events, but rather wondered if she should reach out to groups that had had activities on Saturday in the past, such as Joshua's Trust and the Town's Parks and Recreation Department.

Ms. Moran said she would like to see the weekend promoted as long as the Partnership does not plan additional activities.

Ms. Kornegay suggested contacting Cara Workman to see if there are events on campus to promote.

9. Adjourn

The meeting adjourned at 5:30 pm.

Minutes prepared by Kathleen M. Paterson